6

7

8

9

10

11

12

13

14

15

1

2

#### **CLAIMS**

#### What is claimed is:

1	1.	A web page generation method comprising:	

defining a master specification specifying a common style, a common navigation arrangement, and common content placement for each resultant web page to be generated;

defining a first subordinate content specification specifying first content of a first resultant web page, referencing the master specification for style, navigation and content placement;

defining a second subordinate content specification specifying second content of a second resultant web page, referencing the master specification for style, navigation and content placement; and

generating said first and second resultant web pages with said first and second contents being placed and styled in accordance with said common placement and style specified by said master specification, and said first and second resultant web pages having said common navigation arrangement specified by said master specification.

- 2. The method of claim 1, wherein said defining of a master specification specifying a common style comprises specifying a reference to a style definition.
- 1 3. The method of claim 1, wherein said defining of a master specification
- 2 specifying a common navigation arrangement comprises specifying a reference to a
- 3 navigation specification.

- 1 4. The method of claim 1, wherein said defining of a master specification
- 2 specifying a common content placement comprises specifying said common content
- 3 placement within said master specification.
- 1 5. The method of claim 1, wherein each of said defining of a first and a second
- 2 subordinate content specification specifying first and second content of a first and a
- 3 second resultant web page is made using a markup language having language
- 4 elements for specifying control information in a control section, and said referencing
- 5 of the master specification comprises specifying a reference to said master
- 6 specification in said control section.
  - 6. A web page generation method comprising:
- 2 receiving a master specification defining a common design for resultant web
- 3 pages to be generated, specifying common content placement and at least one of
- 4 common style and common navigation arrangement for each of said resultant web
- 5 pages to be generated;
- 6 receiving a first subordinate web page specification defining first content for a
- 7 first resultant web page to be generated, specifying said first content for said first
- 8 resultant web page to be generated, and referencing the master specification, for
- 9 content placement and at least one of style and navigation;
- receiving a second subordinate web page specification defining second
- 11 content for a second resultant web page to be generated, specifying said second
- 12 content for said second resultant web page to be generated, and referencing the
- master specification for content placement and at least one of style and navigation;
- 14 and

- generating said first and second resultant web pages with said first and second contents being placed, styled and/or having a common navigation arrangement in accordance with said common placement and at least one of style and navigation arrangement specified by said master specification.
- 1 7. The method of claim 6, wherein said master specification specifies said
- 2 common style through a specification of a reference to a style definition.
- 1 8. The method of claim 7, wherein said master specification specifies said
- 2 common design employing a markup language having language elements for
- 3 specifying control information in a control section, and said specification of a
- 4 reference to a style definition comprises specification of said reference to said style
- 5 definition in said control section.
- 1 9. The method of claim 6, wherein said master specification specifies said
- 2 common navigation arrangement through specification of a reference to a navigation
- 3 specification.
- 1 10. The method of claim 9, wherein said master specification specifies said
- 2 common design employing a markup language having language elements for
- 3 specifying control information in a control section, and said specification of a
- 4 reference to a navigation definition comprises specifying a reference to a navigation
- 5 specification in said control section.
- 1 11. The method of claim 6, wherein said master specification specifies said
- 2 common design employing a markup language having language elements for

3	specifying content in a	content section,	and said	specification	of said	common

- 4 content placement comprises specifying said content placement in said content
- 5 section.
- 1 12. The method of claim 6, wherein both of said first and second subordinate web
- 2 page specifications specify said first and second content of said first and second
- 3 resultant web pages using a markup language having language elements for
- 4 specifying control information in a control section, and each of said referencing to
- 5 the master specification comprises specifying a reference to said master
- 6 specification in the control section.
  - 13. The method of claim 6, wherein
- 2 said master specification as well as both of said first and second web page
- 3 specifications express the respective specifications using a markup language having
- 4 language elements for specifying control information in a control section;
- 5 said specification of at least one of a common style and a navigation
- 6 arrangement comprises specifying at least one of a reference to a style definition
- and a reference to a navigation arrangement in the control section of the master
- 8 specification;
- 9 said first and second subordinate web page specifications specify first and
- 10 second other control information in first and second control sections of the first and
- second subordinate web page specifications respectively; and
- each of said generating of said first and second resultant web pages
- comprises merging said specification of at least one of a reference to a style
- 14 definition and a reference to a navigation arrangement in the control section of the
- 15 master specification and the corresponding one of said first and second other

6

7

8

9

10

11

12

13

14

15

1

16	control information in the control section of the corresponding one of said first and
17	second subordinate web page specifications.

14.	The	method	of claim	6	wherein
17.	1116	HIGHIOU	UI Gaiiii	U.	wilelein

- said master specification as well as both of said first and second subordinate
  web page specifications express the respective specifications using a markup
  language having language elements for specifying control information in a control
  section;
  - said specification of common content placement comprises specification of a content section whose content is to be included from a referencing subordinate web page specification; and
  - said first and second subordinate web page specifications specify said first and said second content in first and second content sections of said first and second subordinate web page specifications respectively; and
  - each of said generating of said first and second resultant web pages comprises merging a corresponding one of said specified first and second contents in said first and second content sections of said first and second subordinate web page specifications into the content section of the master specification.

## 15. The method of claim 6, wherein

- said first and second resultant web pages are referenced by first and second
   identifiers;
- said method further comprises receiving said first and second identifiers requesting for said first and second resultant web pages; and

at least said generations of said first and second resultant web pages are performed responsive to the corresponding receiving of said first and second identifiers.

#### 16. An apparatus comprising:

storage medium having stored therein programming instructions, when executed, operate the apparatus to

receive a master specification defining a common design for resultant web pages to be generated, specifying common content placement and at least one of a common style and a common navigation arrangement for each of said resultant web pages to be generated;

receive a first subordinate web page specification defining first content for a first resultant web page to be generated, specifying said first content for said first resultant web page to be generated, and referencing the master specification for content placement and at least one of style and navigation:

receive a second subordinate web page specification defining second content for a second resultant web page to be generated, specifying said second content for said second resultant web page to be generated, and referencing the master specification for content placement and at least one of style and navigation; and generate said first and second resultant web pages with said first and second contents being placed, styled and/or having a navigation arrangement in accordance with said common placement and at least one of style and navigation arrangement specified by said master

specification; and

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

1

23	a processor coupled to the storage medium to execute the programming
24	instructions.

### 17. The apparatus of claim 16, wherein

said master specification as well as both of said first and second subordinate web page specifications express the respective specifications using a markup language having language elements for specifying control information in a control section;

said specification of at least one of a common style and a navigation arrangement comprises specifying at least one of a reference to a style definition and a reference to a navigation arrangement in the control section of the master specification;

said first and second subordinate web page specifications specify first and second other control information in first and second control sections of the first and second subordinate web page specifications respectively; and

said programming instructions operate the apparatus to perform each of said generating of said first and second resultant web pages in a manner that includes merging of said specification of at least one of a reference to a style definition and a reference to a navigation arrangement in the control section of the master specification and the corresponding one of said first and second other control information in the control section of the corresponding one of said first and second subordinate web page specifications.

## 18. The apparatus of claim 16, wherein

said master specification as well as both of said first and second subordinate
web page specifications express the respective specifications using a markup

4	language having language elements for specifying control information in a control		
5	section;		
6	said specification of common content placement comprises specification of a		
7	content section whose content is to be included from a referencing subordinate web		
8	page specification; and		
9	said first and second subordinate web page specifications specify said first		
10	and said second content in first and second content sections of said first and second		
11	subordinate web page specifications respectively; and		
12	said programming instructions operate the apparatus to perform each of said		
13	generating of said first and second resultant web pages in a manner that includes		
14	merging a corresponding one of said specified first and second contents in said first		
15	and second content sections of said first and second subordinate web page		
16	specifications into the content section of the master specification.		
1	19. An article of manufacture comprising:		
2	a storage medium; and		
3	a plurality of programming instructions stored in said storage medium to		
4	program an apparatus to enable the apparatus to		
5	receive a master specification defining a common design for resultant web		
6	pages to be generated, specifying common content placement and at		
7	least one of a common style and a common navigation arrangement		
8	for each of said resultant web pages to be generated,		
9	receive a first subordinate web page specification defining first content for		
10	a first resultant web page to be generated, specifying said first content		
11	for said first resultant web page to be generated, and referencing the		

2

3

4

5

6

7

8

9

10

11

12

12	master specification, deterring to the master specification for content
13	placement and at least one of style and navigation,
14	receive a second subordinate web page specification defining second
15	content for a second resultant web page to be generated, specifying
16	said second content for said second resultant web page to be
17	generated, and referencing the master specification, deferring to the
18	master specification for content placement and at least one of style
19	and navigation, and
20	generate said first and second resultant web pages with said first and
21	second contents being placed, styled and/or having a navigation
22	arrangement in accordance with said common placement and at least
23	one of style and navigation arrangement specified by said master
24	specification.

## 20. The article of claim 19, wherein

said master specification as well as both of said first and second subordinate web page specifications express the respective specifications using a markup language having language elements for specifying control information in a control section;

said specification of at least one of a common style and a navigation arrangement comprises specifying at least one of a reference to a style definition and a reference to a navigation arrangement in the control section of the master specification;

said first and second subordinate web page specifications specify first and second other control information in first and second control sections of the first and second subordinate web page specifications respectively; and

said programming instructions operate the apparatus to perform each of said
generating of said first and second resultant web pages in a manner that includes
merging of said specification of at least one of a reference to a style definition and a
reference to a navigation arrangement in the control section of the master
specification and the corresponding one of said first and second other control
information in the control section of the corresponding one of said first and second
subordinate web page specifications.

## 21. The article of manufacture of claim 19, wherein

said master specification as well as both of said first and second subordinate web page specifications express the respective specifications using a markup language having language elements for specifying control information in a control section;

said specification of common content placement comprises specification of a content section whose content is to be included from a referencing subordinate web page specification; and

said first and second subordinate web page specifications specify said first and said second content in first and second content sections of said first and second subordinate web page specifications respectively; and

said programming instructions operate the apparatus to perform each of said generating of said first and second resultant web pages in a manner that includes merging a corresponding one of said specified first and second contents in said first and second content sections of said first and second subordinate web page specifications into the content section of the master specification.

# 22. A web page generation method comprising:

3

4

5

6

7

8

9

10

11

12

13

14

15

1

receiving a master specification defining a design for one or more resultant
web pages to be generated, specifying in a first control section at least one of style
and navigation arrangement, and in a first content section first content placement for
each of the one ore more resultant web pages to be generated;

receiving a first subordinate web page specification defining first content for a first resultant web page to be generated, referencing in a second control section the master specification for content placement and at least one of style and common navigation, and specifying in a second content section said first content; and

generating said first resultant web page, adopting said first control section and first content section of said first specification and merging said specified first content into said first content section, resulting with said first content being placed, styled and/or having a common navigation arrangement in accordance with said common placement and at least one of style and navigation arrangement specified by said master specification.

- 23. The method of claim 22, wherein
- said first subordinate web page specification further specifying other control
   information in said second control section; and
- said generating of said first resultant web page further comprises merging said other control information in said adopted first control section.
- 1 24. The method of claim 22, wherein
- 2 said master specification as well as said first subordinate web page
- 3 specification express the respective specifications using the XHTML having a
- 4 <head> section for specifying control information;

2

3

4

5

6

7

8

9

10

11

12

13

1

5	said specification of at least one of a common style and a navigation
6	arrangement comprises specifying at least one of a reference to a style definition
7	and a reference to a navigation arrangement in the <head> section of the design</head>
8	specification; and
9	said generating of said first resultant web page comprises adopting said
10	<head> section of said design specification.</head>

## 25. The method of claim 22, wherein

said master specification as well as said first subordinate web page specification express the respective specifications using XHTML having language elements for specifying control information in a control section;

said master specification specifies said content placement by specifying within said design specification a <body> section whose content is to be included from a referencing subordinate web page specification; and

said first subordinate web page specification specifies said first content by specifying within said first subordinate web page specification a <body> section ; and

said generating of said first resultant web page comprises merging the content of the <body> section of the subordinate web page specification into the <body> section of the design specification.

# 26. The method of claim 22, wherein

said master specification further specifies in a second content section,

second content placement for each of the one ore more resultant web pages to be

generated, and said first subordinate web page referencing said first content section

of said master specification for said first content placement;

said method further comprises receiving a second subordinate web page
specification defining second content for said second content placement for said first
resultant web page to be generated, referencing in a third control section the second
content placement of the master specification for content placement and at least
one of style and common navigation, and specifying in a third content section said
second content; and

said generating of said first resultant web page further comprises merging said specified second content into said second content section, resulting with said second content being placed, styled and/or having a common navigation arrangement in accordance with said common placement and at least one of style and navigation arrangement specified by said master specification.

- 27. The method of claim 22, wherein said first control section of said master specification comprises at least one variable control, and said second control section of said first subordinate web page specification comprises a control value for one of said at least one variable control.
- 28. An apparatus comprising:
- storage medium having stored therein a plurality of programming instructions, when executed, operate the apparatus to
- receive a master specification defining a design for one or more resultant
  web pages to be generated, specifying in a first control section at least
  one of style and navigation arrangement, and in a first content section
  content placement for each of the one ore more resultant web pages
  to be generated,

9	receive a first subordinate web page specification defining first content fo
10	a first resultant web page to be generated, referencing in a second
11	control section the master specification, deferring to the master
12	specification for content placement and at least one of style and
13	common navigation, and specifying in a second content section said
14	first content, and
15	generate said first resultant web page, adopting said first control section
16	and first content section of said master specification and merging said
17	specified first content into said first content section, resulting with said
18	first content being placed, styled and/or having a common navigation
19	arrangement in accordance with said common placement and at least
20	one of style and navigation arrangement specified by said master
21	specification; and
22	a processor coupled to the storage medium to execute the programming
23	instructions.

- 1 29. The apparatus of claim 28, wherein
- said second specification further specifying other control information in said
   second control section; and
- said programming instructions operate the apparatus to effectuate said
  generating of said first resultant web page, merging said other control information in
  said adopted first control section.
- 1 30. The apparatus of claim 28, wherein

1

2	said master specification as well as said first subordinate web page
3	specification express the respective specifications using the XHTML having a
4	<head> section for specifying control information;</head>
5	said specification of at least one of a common style and a navigation
6	arrangement comprises specifying at least one of a reference to a style definition
7	and a reference to a navigation arrangement in the <head> section of the design</head>
8	specification; and
9	said programming instructions operate the apparatus to effectuate said
10	generating of said first resultant web page, adopting said <head> section of said</head>
11	design specification.
1	31. The apparatus of claim 28, wherein
2	said master specification as well as said first subordinate web page
3	specification express the respective specifications using XHTML having language
4	elements for specifying control information in a control section;
5	said master specification specifies said content placement by specifying
6	within said design specification a <body> section whose content is to be included</body>
7	from a referencing subordinate web page specification; and
8	said first subordinate web page specifies said first content by specifying
9	within said first subordinate web page specification a <body> section ; and</body>
10	said programming instructions operate the apparatus to effectuate said
11	generating of said first resultant web page, merging the content of the <body></body>
12	section of the subordinate web page specification into the <body> section of the</body>
13	design specification.

#### 32. The apparatus of claim 28, wherein

said master specification further specifies in a second content section,
second content placement for each of the one ore more resultant web pages to be
generated, and said first subordinate web page referencing said first content section
of said master specification for said first content placement;
said programming instructions further operate the apparatus
to receive a second subordinate web page specification defining second
content for said second content placement for said first resultant web
page to be generated, referencing in a third control section the second
content placement of the master specification for content placement
and at least one of style and common navigation, and specifying in a
third content section said second content, and
merge said specified second content into said second content section,
resulting with said second content being placed, styled and/or having a
common navigation arrangement in accordance with said common
placement and at least one of style and navigation arrangement
specified by said master specification.

33. The apparatus of claim 28, wherein said first control section of said master specification comprises at least one variable control, and said second control section of said first subordinate web page specification comprises a control value for one of said at least one variable control.